

S4SD FINAL REPORT 2013–2014

Hopkins High School
“TTYL…I’m driving”

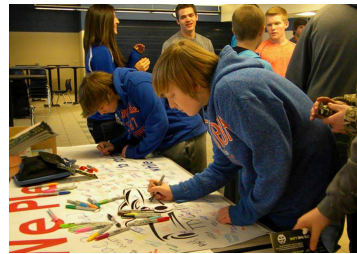
Campaign Overview

- Started a campaign called “TTYL…I’m driving.”
- Focuses on distracted driving.
- Presented surprising statistics to students in new ways.
- Students took pledges to not drive while distracted.



Lunch Table Activities

- Handed out information
- Gave students a chance to ask questions
- Students were able to take the pledge to not drive while distracted and to sign campaign banner.



Parent-Teacher Conferences

- Distributed hand-outs with safe driving facts.
- Informed parents about upcoming activities.



Driving Simulators (Event 2)

- Students were able to sign-up in pairs for a driving simulator time slot.
- Many students enjoyed the hands-on approach of the driving simulators.



Sobriety Test (Event 2)

- Officer worked through the sobriety test with students using beer goggles.
- Unfortunately, the latter part of this event was cancelled due to weather.



Awareness Week

- Themed awareness days:
 - ▣ Students could dress in designated themes to get counted.
 - ▣ The top 3 third hour classes won dessert parties.
- Ford Driving Skills for Life Training video was played during third hour.



Awareness Week

- Large displays of statistics were put on displays.
- Students could find their name in order to be entered to win a campaign t-shirt.

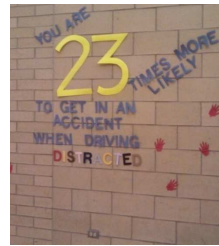
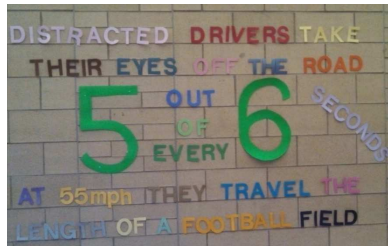


Ford Driving Skills for Life

- During parent-teacher conferences, campaign students encouraged parents to make account on drivingskillsforlife.com for their student.
- The Training video provided in the S4SD packet was played in third hour during the awareness week.

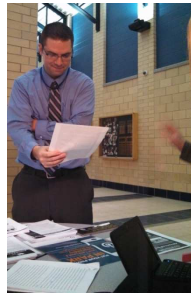
AAA Keys to Drive

- Flyers, informational hand-outs, and parent/teen driving agreements were used during the lunch tables activities and parent-teacher conferences.
- Some statistics in the resources provided were transformed into large displays.



Community and Media Involvement

- Through parent-teacher conferences, students were able to reach out to parents.
- A letter was sent to the local paper that described campaign events and pictures were sent.



Campaign Goal Evaluation

- Pre-test Results:
 - ▣ 12% of students did not use cell phones when driving.
 - ▣ 70% felt that driving while not distracted is important.
- Post-test Results:
 - ▣ 13% of students do not use cell phones when driving
 - ▣ 67% feel that driving while not distracted is important.

Campaign Goal Evaluation

- Campaign did not greatly impact the thoughts and actions of students.
- Provided unique opportunities, and many students enjoyed the activities.
- Much of the student body was reached through campaign efforts.



